

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



ISFAHAN
CHAMBER OF COMMERCE
INDUSTRIES, MINES & AGRICULTURE



اتاق بازرگانی
صنایع، معادن و کشاورزی
اصفهان

نشست هم مسیران صادراتی

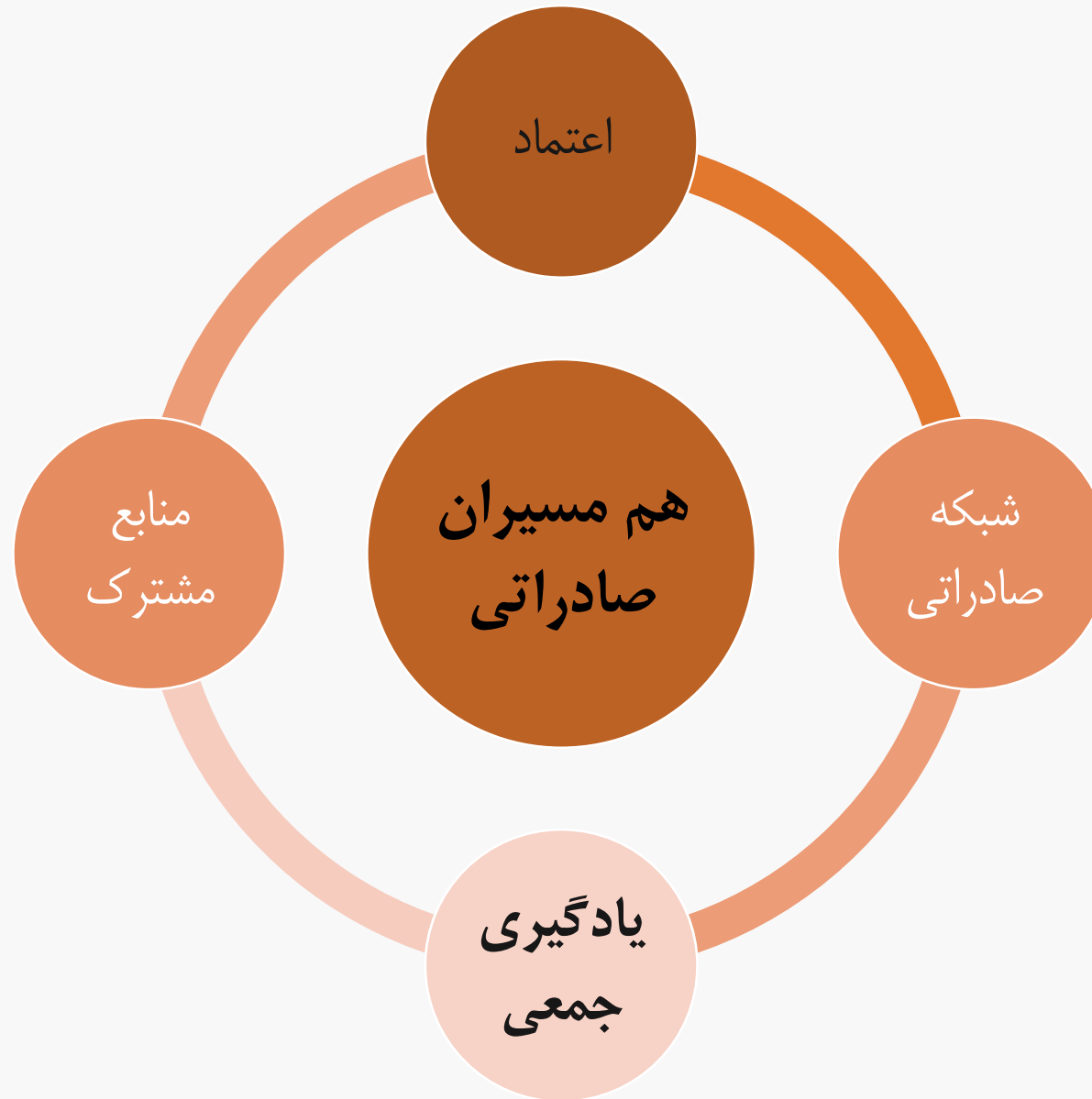
کمیسیون اقتصاد دانش بنیان

کمیته توانمندسازی و تعالی شرکتهای فناور و دانش بنیان

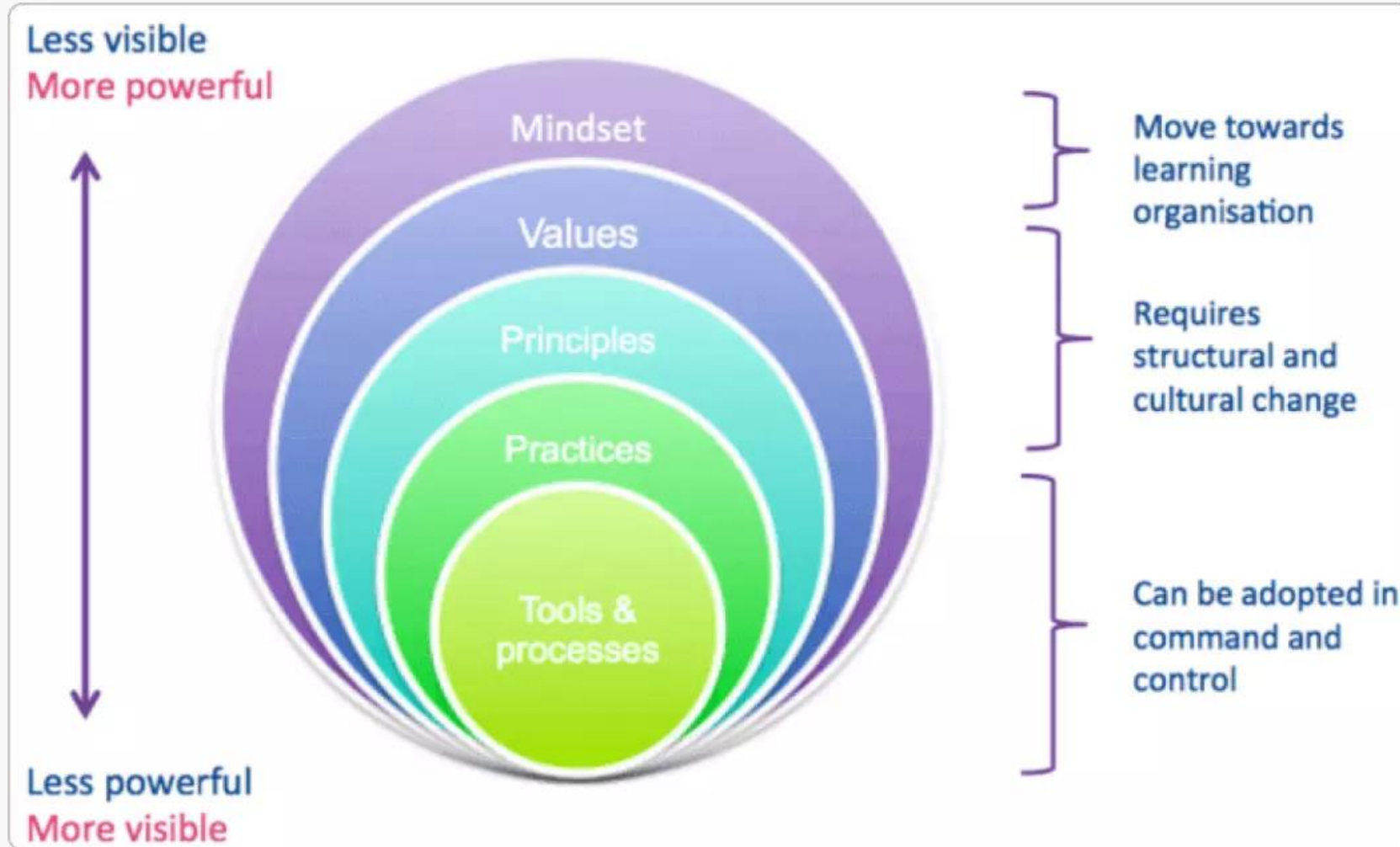
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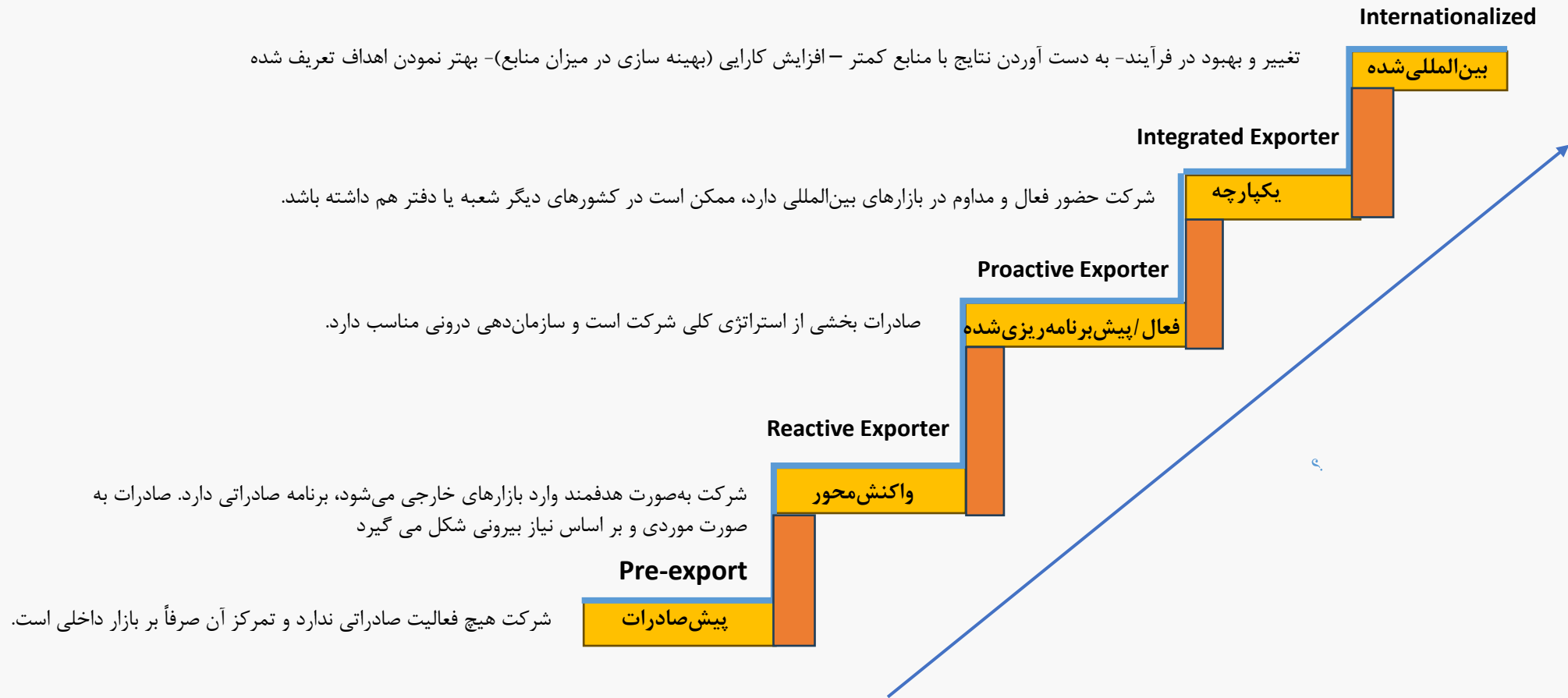




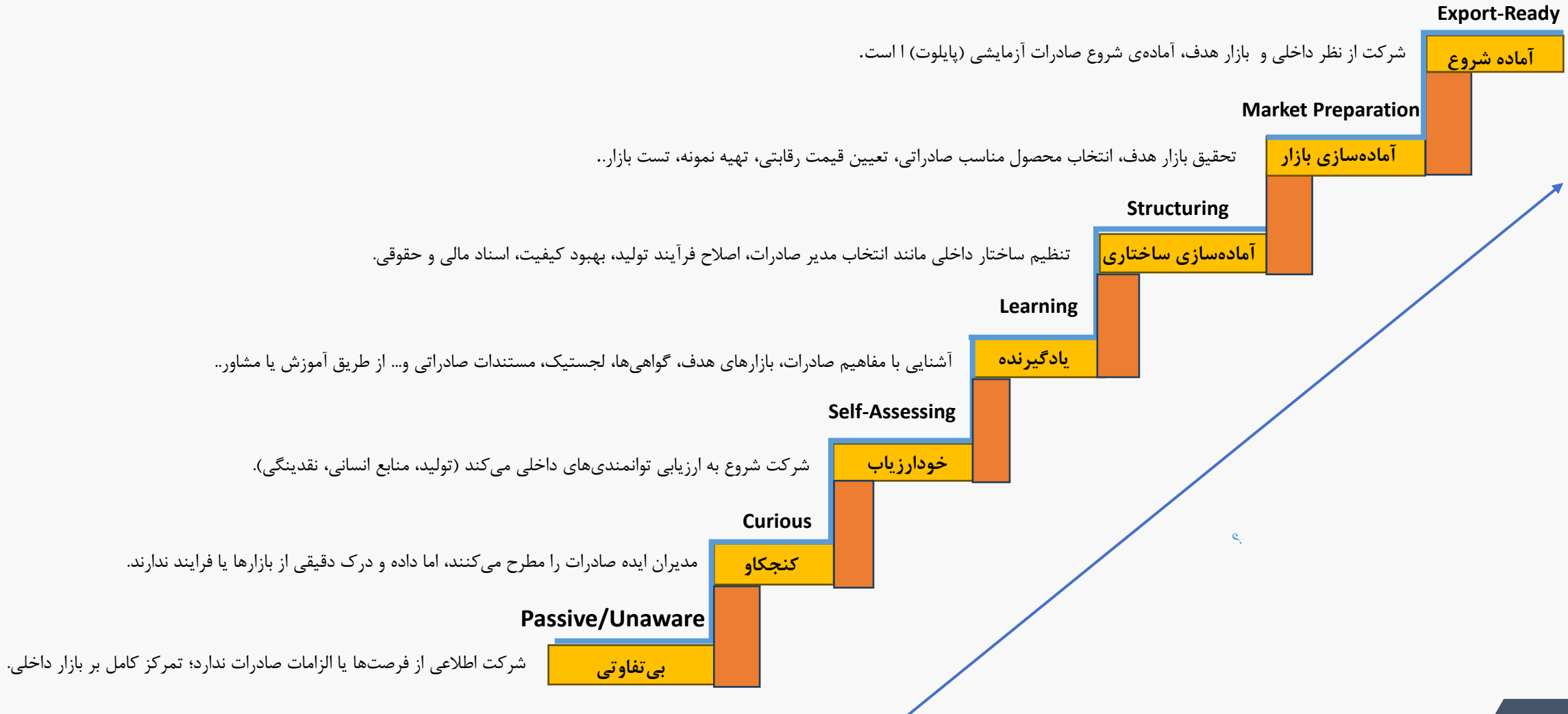
Mindset VS Tools



مدل بلوغ صادراتی



• **سطوح بلوغ پیش صادراتی: (Pre-Export Maturity Stages)**





Steps for Foreign Market Research:

1. Classify your product by the HS-Code/Schedule B number:

2. Find countries with the **best-suited markets** for your product:

3. Determine which foreign markets will be the **easiest to penetrate**:

In each case, consider: How does the quality of your product or service compare with that of goods already available in your target foreign markets?

Is your price competitive in the markets you are considering? Yes No

Who could your major customers be?

4. Define and **narrow down** those export markets you intend to pursue:



Market Factor Assessment

Country 1: _____

Rating Scale: 1 to 5 (5 being the best)

	RATING
Demographic/Physical Environment	
Population size, growth, density	
Urban and rural distribution	
Climate and weather variations	
Shipping distance	
Product-significant demographics	
Physical distribution and communication network	
Natural resources	
Political Environment	
System of government	
Political stability and continuity	
Ideological orientation	
Government involvement in business	
Attitudes toward foreign business (trade restrictions, tariffs)	
Competitive Environment	
Uniqueness of your product/service	
Pricing of competitive products (nontariff barriers, bilateral trade agreements)	
National economic and development priorities	
Regulatory or quality standards for imports	
Economic Environment	
Overall level of development	
Economic growth; GNP, industrial sector	
Role of foreign trade in the economy	
Currency; inflation rate, availability, controls, stability of exchange rate	
Balance of payments	
Per capita income and distribution	
Disposable income and expenditure patterns	

	RATING
Social/Cultural Environment	
Literacy rate, educational level	
Understanding of the class structure	
Similarities and differences in relation to domestic market	
Language and other cultural considerations	
Market Access	
Limitations on trade: high levels, quotas	
Documentation and import regulations	
Local standards, practices, and other non-tariff barriers	
Patents and trademark protection	
Preferential treaties	
Legal considerations for investment, taxation, repatriation, employment, employment and common contracts	
Product Potential	
Customer needs and desires	
Opportunity for market segment within the greater population	
Local production, imports, consumption	
Exposure to and acceptance of product	
Availability of linking products	
Industry-specific key indicators of demand	
Attitudes toward products of foreign demand	
Competitive offerings	
Imports in product category	
Local Distribution and Production	
Availability of intermediaries	
Regional and local transportation facilities	
Availability of manpower	
Conditions for local manufacture	



Step 3: Define your promotional approach.

What advertising materials will you use?

What trade shows or trade missions will you participate in, if any?

What time of year and how often will foreign travel be made to customer markets?

Step 4: Define customer services. Include aspects such as in country technical training and after sales service.

What special customer services do you offer?

What types of payment options do you offer?

How do you handle merchandise that customers return?

What are your in-country technical training needs?

How will after-sales service be handled?

Comparing Payment Methods

Method	Usual Time of Payment	Goods Available to Buyer	Exporter Risk	Importer Risk
Cash in Advance	Before shipment	After payment	None, if products are in inventory or production begins after payment is received	Relies upon the exporter to ship goods
Letter of Credit	After shipment when documents complying with the LC are presented	After payment	Very little or none, depending on the terms of the LC	Relies upon the exporter to ship goods described in documents
Documentary collection—Sight Draft	After shipment, but before documents are released	After payment	If draft unpaid, must dispose of goods	Relies upon the exporter to ship goods described in documents
Documentary collection—Time Draft	On maturity of draft	Before payment	Relies on the buyer to pay draft; no control of goods	Almost none

Methods of International Pricing

There are different options for consideration related to your international pricing.

Cost-Plus Method

The “cost-plus” method of international pricing is based on your domestic costs, “plus” additional exporting costs associated with international sales and promotion, product modification, etc. Remember: costs associated with insuring or delivery are usually “pass-through costs” that do not have a markup component in arriving at a selling price.

- The cost-plus method allows you to maintain your domestic profit margin percentage, and thus to set a suitable price.
- Any costs not applicable, such as domestic marketing costs, are subtracted from the overall cost prior to markup to arrive at your selling price.
- This method does not take local market conditions into account.

With cost-plus pricing, different marketing costs and/or modifications to the product could change the cost basis dramatically, making the product either more or less costly for export.

Marginal-Cost Method

The “marginal-cost” method will likely provide a more realistic means of determining true cost of producing your product for export.



Export Costing

Customer Information

Name

Address

Office No.

Fax No. Email

Mobile No. Website URL

Reference Information

Our Reference

Customer Reference

Product Information

NAICS Code	
Product	
Dimensions	
No. of Units	
Cubic Measure (sq.in.)	
Net Weight (unit)	
Total Measure	
Gross Weight	
H.S. No.	

At Your Factory Costs

Direct Materials	\$
Direct Labor	\$
Factory Burden	\$
Cost of Goods	\$
Selling Expenses (should be less than domestic sales)	\$
General Expenses (includes cost of money borrowed)	\$
Administrative Expenses	\$
Export Marketing Costs (product changes, labeling)	\$
Profit Margin	\$
At Your Factory Price (use this for calculations on next page)	\$



Additional Exporting Costs	
Foreign sales commission (if applicable)	\$
Special export packing costs (typically 1% -5% percent above At Your Factory price)	\$
Special labeling and marking (to protect from moisture, theft, rough handling)	\$
Inland freight to pier (normal domestic common carrier; should carry insurance)	\$
Unloading charges (include demurrage, if any)	\$
Terminal charges (include wharfage, if any)	\$
Merchant Marine Tax (typically 25% of ocean freight)	\$
Consular documents (includes Shippers Export Declaration [SED], export license and/or certificate of origin)	\$
Freight – port-to-port (determined by freight forwarder)	\$
Freight forwarder fees (must be included)	\$
Export Insurance (insurance for transit risk; also for credit risk, if creditworthiness of buyer is unknown)	\$
Cost of credit (include credit reports, Letter of Credit costs, amendments, if any)	\$
Bank Costs: 1% to 3% of At Your Factory	\$
Foreign Duties and Taxes (covered by exporter for "Delivery Duty Paid/DDP")	\$
Total Additional Export Costs (used for final tally, below)	\$

Your Quote =

At Your Factory Price +
Total Additional Export Costs

\$



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با سپاس از توجه شما

کمیسیون اقتصاد دانش بنیان

سرای نوآوری اتاق بازرگانی و دانشگاه

۲۳ شهریور ماه ۱۴۰۴

